Attachment V

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Richard Daniels April 16, 1987

FROM: Mark Mallardi

SUBJECT: **Internal Key Account Scanner Database**

In reference to our earlier conversation regarding the potential development of an internal scanner database, attached are the Business Requirements for this project. Please take time to review the project description as well as the sample reporting formats contained therein.

Once you have looked over these materials, I would like to arrange a meeting between our departments to discuss both the scope and the viability of this project. I will contact you shortly to establish a date for this meeting.

If you have any questions or comments, please call.

MM/jl

Mark Mallardi

Attachment

cc: R. Anise
W. Berkowsky
G. Cofield
A. Goldfarb
L. Hendrick
D. Miller
T. Saloun
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